



Retail Goods and Services Expenditures

Prepared by

Counties: Lauderdale, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	19.9%	Population		88,536	88,810
Green Acres	11.1%	Households		37,109	37,582
Salt of the Earth	8.0%	Families		25,382	25,232
Midland Crowd	7.0%	Median Age		39.6	41.1
Home Town	6.5%	Median Household Income		\$38,498	\$42,390

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	63	\$1,739.47	\$64,550,027
Men's	66	\$325.28	\$12,070,881
Women's	62	\$591.84	\$21,962,470
Children's	69	\$301.94	\$11,204,705
Footwear	56	\$285.68	\$10,601,279
Watches & Jewelry	65	\$128.60	\$4,772,241
Apparel Products and Services ¹	72	\$106.13	\$3,938,451
Computer			
Computers and Hardware for Home Use	69	\$150.96	\$5,601,837
Software and Accessories for Home Use	66	\$19.75	\$732,809
Entertainment & Recreation	72	\$2,467.68	\$91,572,993
Fees and Admissions	65	\$393.61	\$14,606,658
Membership Fees for Clubs ²	66	\$104.97	\$3,895,446
Fees for Participant Sports, excl. Trips	66	\$74.99	\$2,782,742
Admission to Movie/Theatre/Opera/Ballet	63	\$94.50	\$3,506,773
Admission to Sporting Events, excl. Trips	67	\$38.47	\$1,427,735
Fees for Recreational Lessons	62	\$80.68	\$2,993,962
TV/Video/Sound Equipment	73	\$846.58	\$31,415,719
Community Antenna or Cable Television	75	\$504.04	\$18,704,452
Color Televisions	68	\$93.02	\$3,451,797
VCRs, Video Cameras, and DVD Players	72	\$28.01	\$1,039,354
Video Cassettes and DVDs	73	\$44.32	\$1,644,695
Video Game Hardware and Software	72	\$23.77	\$882,165
Satellite Dishes	71	\$1.09	\$40,513
Rental of Video Cassettes and DVDs	71	\$42.59	\$1,580,620
Sound Equipment ³	67	\$105.61	\$3,919,063
Rental and Repair of TV/Sound Equipment	71	\$4.12	\$153,060
Pets	77	\$339.14	\$12,584,993
Toys and Games	74	\$133.76	\$4,963,822
Recreational Vehicles and Fees ⁴	78	\$354.82	\$13,167,008
Sports/Recreation/Exercise Equipment ⁵	66	\$151.73	\$5,630,687
Photo Equipment and Supplies ⁶	71	\$97.92	\$3,633,534
Reading ⁷	71	\$150.11	\$5,570,572
Food	73	\$6,137.37	\$227,751,673
Food at Home	74	\$3,707.74	\$137,590,689
Bakery and Cereal Products	74	\$532.36	\$19,755,441
Meat, Poultry, Fish, and Eggs	74	\$978.79	\$36,321,900
Dairy Products	74	\$405.43	\$15,044,999
Fruit and Vegetables	71	\$621.82	\$23,074,937
Snacks and Other Food at Home ⁸	75	\$1,169.35	\$43,393,412
Food Away from Home	72	\$2,429.63	\$90,160,984
Alcoholic Beverages	69	\$426.82	\$15,838,942
Nonalcoholic Beverages at Home	76	\$329.37	\$12,222,592



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	63	\$936.72	\$34,760,870
Vehicle Loans	78	\$4,806.86	\$178,377,843
Health			
Nonprescription Drugs	78	\$95.09	\$3,528,641
Prescription Drugs	86	\$494.81	\$18,361,797
Eyeglasses and Contact Lenses	75	\$62.58	\$2,322,321
Home			
Mortgage Payment and Basics ⁹	66	\$5,746.06	\$213,230,605
Maintenance and Remodeling Services	67	\$1,325.06	\$49,171,474
Maintenance and Remodeling Materials ¹⁰	77	\$288.02	\$10,688,019
Utilities, Fuel, and Public Services	76	\$3,322.04	\$123,277,554
Household Furnishings and Equipment			
Household Textiles ¹¹	69	\$95.64	\$3,549,215
Furniture	67	\$429.13	\$15,924,645
Floor Coverings	65	\$58.45	\$2,168,938
Major Appliances ¹²	74	\$217.90	\$8,086,143
Housewares ¹³	67	\$70.79	\$2,626,957
Small Appliances	74	\$27.32	\$1,013,913
Luggage	64	\$6.58	\$244,078
Telephones and Accessories	63	\$29.97	\$1,112,042
Household Operations			
Child Care	62	\$260.69	\$9,673,870
Lawn and Garden ¹⁴	80	\$356.72	\$13,237,342
Moving/Storage/Freight Express	67	\$35.65	\$1,323,101
Housekeeping Supplies ¹⁵	76	\$583.20	\$21,641,806
Insurance			
Owners and Renters Insurance	78	\$371.58	\$13,789,032
Vehicle Insurance	74	\$1,081.55	\$40,135,365
Life/Other Insurance	76	\$487.20	\$18,079,443
Health Insurance	80	\$1,565.83	\$58,106,472
Personal Care Products ¹⁶	72	\$342.39	\$12,705,831
School Books and Supplies ¹⁷	75	\$91.02	\$3,377,538
Smoking Products	83	\$401.45	\$14,897,312
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	77	\$4,422.13	\$164,100,891
Gasoline and Motor Oil	78	\$1,583.90	\$58,777,130
Vehicle Maintenance and Repairs	72	\$769.26	\$28,546,374
Travel			
Airline Fares	63	\$258.90	\$9,607,340
Lodging on Trips	69	\$279.73	\$10,380,499
Auto/Truck/Van Rental on Trips	61	\$26.74	\$992,217
Food and Drink on Trips	70	\$328.10	\$12,175,313

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.